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9. **Executive Summary**

[INSERT THE NAME OF THE BUSINESS COMPANY] is a company that provides [INSERT WHAT PRODUCTS OR SERVICES THE BUSINESS COMPANY PROVIDES TO ITS CONSUMERS] to its consumers. [INSERT THE NAME OF THE COMPANY] is located at [INSERT THE COMPLETE LOCATION OF THE COMPANY INCLUDING ITS CITY, STATE AND ZIP CODE].

[INSERT THE NAME OF THE COMPANY] can contribute to the economic growth of the nation by [SPECIFY THE INCREASE IN PERCENTAGE OF THE NATIONAL ECONOMIC GROWTH] in the five years of business operations.

[INSERT THE NAME OF THE COMPANY] offers [INSERT THE PRODUCTS AND OR SERVICES OFFERED BY THE COMPANY], these products and or services are introduced to the public through a relatable marketing strategy that can reach different types of market consumers.

[INSERT THE NAME OF THE COMPANY] owner/owners will invest an additional working capital of [SPECIFY THE AMOUNT OF THE ADDITIONAL CAPITAL TO BE MADE BY THE OWNER/OWNERS OF THE COMPANY] annually. The purpose of the additional capital made by the owner/owners of the business is to expand the business to a bigger market and that the company aims to introduce its products and services to a larger scale of consumers.

The owners of [INSERT THE NAME OF THE COMPANY] is/are [INSERT THE NAME OF THE OWNER/OWNERS OR THE NAME OF THE CORPORATION WHO OWNS THE BUSINESS] who is/are resident in [SPECIFY THE COMPLETE LOCATION OF THE OWNER/OWNERS OR THE CORPORATION WHO OWNS THE BUSINESS]. The ownership of [INSERT THE NAME OF THE BUSINESS] is divided among [INSERT THE NAME OF THE OWNER/OWNERS OF THE BUSINESS] ([SPECIFY CORRESPONDING SHARE OF OWNERS IN PERCENTAGE]). The principal place of business is located at [INSERT THE COMPLETE LOCATION OF THE BUSINESS] and is registered in accordance with the [SPECIFY THE LAW IN WHICH THE BUSINESS IS FORMED] and is registered in [SPECIFY IN WHICH LOCATION THE BUSINESS IS REGISTERED].

The creation of this five year business plan is to continue foreseeing the success of [INSERT THE NAME OF THE COMPANY BUSINESS], to continue to provide career growth and opportunities to employees and to continue to serve the general public.

* 1. **Our Vision and Mission**

Essential for any business/company are the driving factors which serve as the main goals and objectives of the business/company. On this section of the business plan, you are to provide the vision and the mission your business/company upholds. This section shows how you see your business/company in the future and what you need to do to achieve it.

**Vision**

[INSERT THE NAME OF THE COMPANY BUSINESS] aims to accommodate the needs of the people by providing [INSERT THE PRODUCTS AND OR SERVICES OFFERED BY THE COMPANY]. [INSERT THE NAME OF THE COMPANY BUSINESS] envisions to provide convenience to all people and that the products and or services will be customized depending on the customer’s needs and wants.

**Mission**

[INSERT THE NAME OF THE COMPANY] is established in order to provide and accommodate the comfort of our customers. The products and or services offered by [INSERT THE NAME OF THE COMPANY BUSINESS] are derived from the freshest raw materials and carefully picked products that make up the end product of the company.

The main goal of [INSERT THE NAME OF THE COMPANY] is to achieve [INSERT THE MAIN GOAL OF THE COMPANY] through offering these products and or services in the market. In this way the problem that the company sees will be eradicated and in working hand in hand we can make a better world.

* 1. **Our Company History**

[INSERT THE NAME OF THE RESTAURANT COMPANY] started way back in [INSERT THE YEAR OR THE COMPLETE DATE OF THE FORMATION OF THE COMPANY]. It started when [INSERT WHO IS THE FATHER OF THE FORMATION OF THE RESTAURANT COMPANY] saw the need of [INSERT THE THE REASON WHY THE PRODUCT OR SERVICE IS BEING CREATED OR OFFERED], thus, creating the company to address this problem.

[INSERT THE SPECIFIC DATES AND DETAILS CORRESPONDING TO THE COMPANY’S HISTORY]

* 1. **Our Management**

[INSERT THE NAME OF THE COMPANY] has the following structured hierarchy in its management system:



[INSERT THE NAME OF THE COMPANY] currently have the following list of employees.

**[INSERT THE NAME OF THE RESTAURANT BUSINESS] Present Employees**

|  |  |  |
| --- | --- | --- |
| **Name of the Employee** | **Job Position** | **Employee Since** |
| [INSERT THE NAME OF THE RESTAURANT EMPLOYEE] | [INSERT THE JOB POSITION OF THE EMPLOYEE] | [INSERT HOW LONG THE EMPLOYEE IS WORKING FOR THE RESTAURANT COMPANY] |
| [INSERT THE NAME OF THE RESTAURANT EMPLOYEE] | [INSERT THE JOB POSITION OF THE EMPLOYEE] | [INSERT HOW LONG THE EMPLOYEE IS WORKING FOR THE RESTAURANT COMPANY] |
| [INSERT THE NAME OF THE RESTAURANT EMPLOYEE] | [INSERT THE JOB POSITION OF THE EMPLOYEE] | [INSERT HOW LONG THE EMPLOYEE IS WORKING FOR THE RESTAURANT COMPANY] |
| [INSERT THE NAME OF THE RESTAURANT EMPLOYEE] | [INSERT THE JOB POSITION OF THE EMPLOYEE] | [INSERT HOW LONG THE EMPLOYEE IS WORKING FOR THE RESTAURANT COMPANY] |

[INSERT THE NAME OF THE COMPANY] believes that in providing a larger scale of customers, we can easily achieve the company’s goals. In order to achieve such, the company is still in need of manpower to carry out the company’s goals. The following are the job position in which the company still needs to fill up:

**LIST OF NEEDED EMPLOYEES FOR [INSERT THE NAME OF THE COMPANY]:**

|  |  |  |
| --- | --- | --- |
| **Job Position** | **Personnel Needed** | **Qualifications needed for the Job Position** |
| [INSERT THE NAME OF THE JOB POSITION THAT IS NEEDED] | [INSERT HOW MANY PERSONNEL ARE NEEDED FOR THIS POSITION] | [INSERT THE NEEDED QUALIFICATIONS FOR THE JOB POSITION] |
| [INSERT THE NAME OF THE JOB POSITION THAT IS NEEDED] | [INSERT HOW MANY PERSONNEL ARE NEEDED FOR THIS POSITION] | [INSERT THE NEEDED QUALIFICATIONS FOR THE JOB POSITION] |
| [INSERT THE NAME OF THE JOB POSITION THAT IS NEEDED] | [INSERT HOW MANY PERSONNEL ARE NEEDED FOR THIS POSITION] | [INSERT THE NEEDED QUALIFICATIONS FOR THE JOB POSITION] |
| [INSERT THE NAME OF THE JOB POSITION THAT IS NEEDED] | [INSERT HOW MANY PERSONNEL ARE NEEDED FOR THIS POSITION] | [INSERT THE NEEDED QUALIFICATIONS FOR THE JOB POSITION] |

**Qualifications needed for the Regularization of Employees**

For every employee hired, they must pass the first three months of employment. The company have a set of metrics in which the employees must adhere to. If they have passed the first three months of employment, they are given another set of metrics to adhere for another three months. If they have passed the second batch of metrics, they are already up for regularization. Their direct manager or supervisor will make the endorsement to the Human Resource Department to regularize those employees who have adhered to the metrics.

* 1. **Our Products/Services**

[INSERT THE NAME OF THE COMPANY] offers a wide a range of products and or services for the customers to bring convenience in their day to day lives. The following are the list of products provided by [INSERT THE NAME OF THE COMPANY]:

**Products Offered by [INSERT THE NAME OF THE RESTAURANT COMPANY]**

|  |  |  |
| --- | --- | --- |
| **Name of the Product Offered** | **Description of the Product offered** | **Cost of the Product Offered** |
| [INSERT THE NAME OF THE PRODUCT OFFERED BY THE COMPANY] | [INSERT THE DESCRIPTION OF THE PRODUCT OFFERED BY THE COMPANY] | [INSERT THE PRICE OF THE PRODUCT BEING OFFERED] |
| [INSERT THE NAME OF THE PRODUCT OFFERED BY THE COMPANY] | [INSERT THE DESCRIPTION OF THE PRODUCT OFFERED BY THE COMPANY] | [INSERT THE PRICE OF THE PRODUCT BEING OFFERED] |
| [INSERT THE NAME OF THE PRODUCT OFFERED BY THE COMPANY] | [INSERT THE DESCRIPTION OF THE PRODUCT OFFERED BY THE COMPANY] | [INSERT THE PRICE OF THE PRODUCT BEING OFFERED] |
| [INSERT THE NAME OF THE PRODUCT OFFERED BY THE COMPANY] | [INSERT THE DESCRIPTION OF THE PRODUCT OFFERED BY THE COMPANY] | [INSERT THE PRICE OF THE PRODUCT BEING OFFERED] |

**Services offered by [INSERT THE NAME OF THE COMPANY]**

|  |  |  |
| --- | --- | --- |
| **Name of the Services Offered** | **Description of the Services Offered** | **Cost of the Services Offered** |
| [INSERT THE NAME OF THE SERVICES OFFERED BY THE COMPANY] | [INSERT THE DESCRIPTION OF THE SERVICES OFFERED BY THE COMPANY] | [INSERT THE PRICE RANGE OF THE SERVICES OFFERED] |
| [INSERT THE NAME OF THE SERVICES OFFERED BY THE COMPANY] | [INSERT THE DESCRIPTION OF THE SERVICES OFFERED BY THE COMPANY] | [INSERT THE PRICE RANGE OF THE SERVICES OFFERED] |
| [INSERT THE NAME OF THE SERVICES OFFERED BY THE COMPANY] | [INSERT THE DESCRIPTION OF THE SERVICES OFFERED BY THE COMPANY] | [INSERT THE PRICE RANGE OF THE SERVICES OFFERED] |
| [INSERT THE NAME OF THE SERVICES OFFERED BY THE COMPANY] | [INSERT THE DESCRIPTION OF THE SERVICES OFFERED BY THE COMPANY] | [INSERT THE PRICE RANGE OF THE SERVICES OFFERED] |

**Anticipated other Products and Services to be offered by [INSERT THE NAME OF THE COMPANY]**

In order to make the lives of the customers more convenient and easier, [INSERT THE NAME OF THE COMPANY] continues to innovate and create products that customers can use in the long run in their day to day lives. The creation of these products are based on the lifestyle of our targeted market and the approach or the behavior of the consumers towards the products and or services. Here is the list of the upcoming products and or services offered by [INSERT THE NAME OF THE COMPANY]:

|  |  |  |
| --- | --- | --- |
| **Name of the Planned Product** | **Description of the Planned Product** | **Cost of the Planned Product** |
| [INSERT THE NAME OF THE PLANNED PRODUCT TO BE OFFERED BY THE COMPANY] | [INSERT THE DESCRIPTION OF THE PLANNED PRODUCT TO BE OFFERED BY THE COMPANY] | [INSERT THE PRICE OF THE PLANNED PRODUCT] |
| [INSERT THE NAME OF THE PLANNED PRODUCT TO BE OFFERED BY THE COMPANY] | [INSERT THE DESCRIPTION OF THE PLANNED PRODUCT TO BE OFFERED BY THE COMPANY] | [INSERT THE PRICE OF THE PLANNED PRODUCT] |
| [INSERT THE NAME OF THE PLANNED PRODUCT TO BE OFFERED BY THE COMPANY] | [INSERT THE DESCRIPTION OF THE PLANNED PRODUCT TO BE OFFERED BY THE COMPANY] | [INSERT THE PRICE OF THE PLANNED PRODUCT] |
| [INSERT THE NAME OF THE PLANNED PRODUCT TO BE OFFERED BY THE COMPANY] | [INSERT THE DESCRIPTION OF THE PLANNED PRODUCT TO BE OFFERED BY THE COMPANY] | [INSERT THE PRICE OF THE PLANNED PRODUCT] |

The following is the list of Services that [INSERT THE NAME OF THE COMPANY] created in order to cater the betterment of the lives of the customers:

|  |  |  |
| --- | --- | --- |
| **Name of the Planned Services** | **Description of the Planned Services** | **Cost of the Planned Services** |
| [INSERT THE NAME OF THE PLANNED SERVICES TO BE OFFERED BY THE COMPANY] | [INSERT THE DESCRIPTION OF THE PLANNED SERVICES TO BE OFFERED BY THE COMPANY] | [INSERT THE PRICE OF THE PLANNED SERVICES] |
| [INSERT THE NAME OF THE PLANNED SERVICES TO BE OFFERED BY THE COMPANY] | [INSERT THE DESCRIPTION OF THE PLANNED SERVICES TO BE OFFERED BY THE COMPANY] | [INSERT THE PRICE OF THE PLANNED SERVICES] |
| [INSERT THE NAME OF THE PLANNED SERVICES TO BE OFFERED BY THE COMPANY] | [INSERT THE DESCRIPTION OF THE PLANNED SERVICES TO BE OFFERED BY THE COMPANY] | [INSERT THE PRICE OF THE PLANNED SERVICES] |
| [INSERT THE NAME OF THE PLANNED SERVICES TO BE OFFERED BY THE COMPANY] | [INSERT THE DESCRIPTION OF THE PLANNED SERVICES TO BE OFFERED BY THE COMPANY] | [INSERT THE PRICE OF THE PLANNED SERVICES] |

* 1. **Market Information**

Statistics shows that there is really a need of [SPECIFY THE CERTAIN PRODUCT OR SERVICES THAT IS LACKING IN THE SOCIETY]. People are having a hard time when it comes to [SPECIFY THE WORKLOAD WHEREIN IF NOT FOR THE PRODUCT OR THE SERVICE, THE WORKLOAD WILL NOT BE EASY TO CARRY OUT]. The pie graph shows the daily activities of modern people:



The pie graph shows the percentage wherein completing [SPECIFY THE TASK MOST PEOPLE WASTE THEIR TIME ON] is the highest. By offering the products and or services produced by [INSERT THE NAME OF THE COMPANY] we can eradicate difficulty in performing such and that customers can save their time and effort.

* 1. **Competitive Edge**

[INSERT THE NAME OF THE COMPANY] has an edge among other competitors. [INSERT THE NAME OF THE COMPANY] is the only company that offers [INSERT THE NAME OF THE PRODUCT AND OR SERVICES] in [INSERT THE LOCATION WHERE THE PRODUCTS AND OR SERVICES IS/ARE OFFERED]. Other competitive edge of [INSERT THE NAME OF THE COMPANY] among other competitors are as follows:

[SPECIFY THE UNIQUE PRODUCT OR SERVICE BEING OFFERED BY THE COMPANY TO ITS CUSTOMERS]

[SPECIFY THE UNIQUE PRODUCT OR SERVICE BEING OFFERED BY THE COMPANY TO ITS CUSTOMERS]

[SPECIFY THE UNIQUE PRODUCT OR SERVICE BEING OFFERED BY THE COMPANY TO ITS CUSTOMERS]

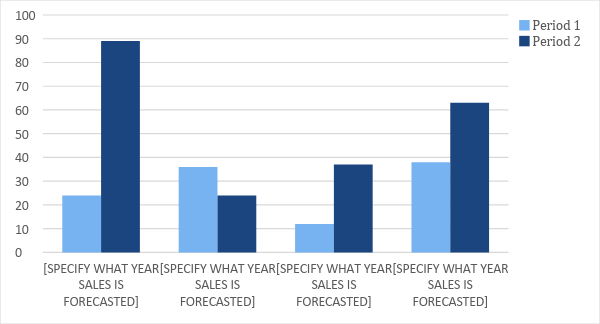
[SPECIFY THE UNIQUE PRODUCT OR SERVICE BEING OFFERED BY THE COMPANY TO ITS CUSTOMERS]

[INSERT THE NAME OF THE COMPANY] boasts its strong management background which can lead the company to achieve all its established goals and visions. [INSERT THE NAME OF THE COMPANY] has a relatable marketing strategy which all types of market consumers will be able to connect with the goals and visions of the company. The safe and secure bookkeeping in [INSERT THE NAME OF THE COMPANY] is an advantage since there is close monitoring of the funds earned and disbursed by the company.

* 1. **Financial Forecasts**

[INSERT THE NAME OF THE COMPANY] expects to earn an amount of [SPECIFY THE AMOUNT EARNED BY THE COMPANY] by the end of the first year of operations. The amount earned by the company will increase by [INSERT THE PERCENTAGE OF INCREASE PER YEAR]. For the first five years of operations by [INSERT THE NAME OF THE COMPANY] we can expect a total amount of [SPECIFY THE TOTAL AMOUNT EARNED BY THE COMPANY BY THE END OF THE FIRST FIVE YEARS OF THE COMPANY]. The assumptions for the financial forecast is based on the approach of the customers to the offered products and or services by [INSERT THE NAME OF THE COMPANY]. The company also looks at the need of the product and or services based on the location of the customers per area. Other factors of the customers like age, sex, education, social status, culture and family orientation are taken into consideration so that [INSERT THE NAME OF THE COMPANY] can make up all of its assumptions.

The following bar graph will show the gradual increase in profit of [INSERT THE NAME OF THE COMPANY] for the first five years of operations based on the assumptions made by the company:



* 1. **Start-Up Requirements**

[INSERT THE NAME OF THE COMPANY] has to comply with all the requirements needed in order to operate legally. The [SPECIFY THE GOVERNMENT AGENCY WHICH REQUIRES THE LEGAL FORMATION OF THE BUSINESS] lays out all the needed requirement for the business to operate legally. The following is the list of mandatory requirements:

|  |  |  |  |
| --- | --- | --- | --- |
| **Requirements Needed** | **Agency which Required the Necessary Documents** | **Timeframe in Complying with the Requirement** | **Cost of Complying the Needed Requirement** |
| [SPECIFY THE REQUIREMENTS NEEDED] | [SPECIFY WHICH AGENCY REQUIRED THE NECESSARY DOCUMENTS] | [SPECIFY HOW LONG WILL IT TAKE TO COMPLY WITH THE REQUIREMENT] | [SPECIFY THE COST OF ACQUIRING THE REQUIREMENT] |
| [SPECIFY THE REQUIREMENTS NEEDED] | [SPECIFY WHICH AGENCY REQUIRED THE NECESSARY DOCUMENTS] | [SPECIFY HOW LONG WILL IT TAKE TO COMPLY WITH THE REQUIREMENT] | [SPECIFY THE COST OF ACQUIRING THE REQUIREMENT] |
| [SPECIFY THE REQUIREMENTS NEEDED] | [SPECIFY WHICH AGENCY REQUIRED THE NECESSARY DOCUMENTS] | [SPECIFY HOW LONG WILL IT TAKE TO COMPLY WITH THE REQUIREMENT] | [SPECIFY THE COST OF ACQUIRING THE REQUIREMENT] |
| [SPECIFY THE REQUIREMENTS NEEDED] | [SPECIFY WHICH AGENCY REQUIRED THE NECESSARY DOCUMENTS] | [SPECIFY HOW LONG WILL IT TAKE TO COMPLY WITH THE REQUIREMENT] | [SPECIFY THE COST OF ACQUIRING THE REQUIREMENT] |

1. **Industry Analysis**

Research shows that [SPECIFY THE PERCENTAGE OF PEOPLE WHO WILL BE NEEDING THE PRODUCTS AND OR SERVICES] of consumers will be needing the products and or services in the next five years. An increase of [SPECIFY THE PERCENTAGE OF INCREASE IN DEMAND FOR THE PRODUCTS AND OR SERVICES PROVIDED BY THE COMPANY] in demand by the customers of the products and or services provided by [INSERT THE NAME OF THE COMPANY]. This is for the reason that more people will see a need in procuring the products and or services for their personal convenience. It will not only make their lives better but faster and easier. In the coming years to come there will be competitors that will sprout in the market offering the same products and services as [INSERT THE NAME OF THE COMPANY] is offering, according to studies, market consumers stick to the well known company brand and the usual brand that they have tried rather than abrupt change in their preference. Thus, an establishment of the company’s products and or services as early as now will be beneficial for the company.

The assumption is that for the first five years of operations in the business, the product and or services offered by the company will reach national level and that there will be other interested parties to the offered products and or services. On a larger scale, on the third year of business there is a great possibility that the products and or services offered by [INSERT THE NAME OF THE COMPANY] will reach the international market.

* 1. **Trends**

Surveys conducted showed that people always make their lives faster and easier. People always think of ideas in which they can carry out their daily activities with ease and convenience, other than that, most people would like to make their lives:

1. [SPECIFY REASON WHY AND HOW PEOPLE CARRY OUT THEIR TASKS ]
2. [SPECIFY REASON WHY AND HOW PEOPLE CARRY OUT THEIR TASKS ]
3. [SPECIFY REASON WHY AND HOW PEOPLE CARRY OUT THEIR TASKS ]
4. [SPECIFY REASON WHY AND HOW PEOPLE CARRY OUT THEIR TASKS ]
   1. **Competition**

Research shows that there is a tight competition of the products and or services offered by [INSERT THE NAME OF THE COMPANY] on the [SPECIFY IN WHAT YEAR OF OPERATIONS OF BUSINESS THAT THERE WILL BE A TIGHT COMPETITION IN THE MARKET] of the operations of business. More and more people will see the need for the offered products and or services, thus, a lot of entrepreneurs will take interest and take the advantage of offering the same to market consumers. It will create a tight competition in the industry.

* 1. **Industry Position**

[INSERT THE NAME OF THE RESTAURANT BUSINESS] have competitors in the industry. The following is the list of competitors of [INSERT THE NAME OF THE COMPANY] when it comes to offering similar products and or services and alternative products and or services in the market:

|  |  |  |
| --- | --- | --- |
| **Name of Competitors** | **Description of the Competitor** | **Since when the Competitor Established their business** |
| [SPECIFY THE NAME OF THE COMPETITOR] | [SPECIFY THE DESCRIPTION OF THE COMPETITOR] | [SPECIFY THE PERIOD WHEN THE BUSINESS OF THE COMPETITOR IS ESTABLISHED] |
| [SPECIFY THE NAME OF THE COMPETITOR] | [SPECIFY THE DESCRIPTION OF THE COMPETITOR] | [SPECIFY THE PERIOD WHEN THE BUSINESS OF THE COMPETITOR IS ESTABLISHED] |
| [SPECIFY THE NAME OF THE COMPETITOR] | [SPECIFY THE DESCRIPTION OF THE COMPETITOR] | [SPECIFY THE PERIOD WHEN THE BUSINESS OF THE COMPETITOR IS ESTABLISHED] |
| [SPECIFY THE NAME OF THE COMPETITOR] | [SPECIFY THE DESCRIPTION OF THE COMPETITOR] | [SPECIFY THE PERIOD WHEN THE BUSINESS OF THE COMPETITOR IS ESTABLISHED] |

1. **Market Analysis**
   1. **Target Market**

In every industry, profiling each customer is a great help in achieving success. In this chapter, sorting of customers based on behavior and preferences will be established. The type of approach will also be uncovered so that the customers of [INSERT THE NAME OF THE COMPANY] can feel a certain connection that they are being taken cared of.

* + 1. **Demographic Segmentation**

[INSERT THE NAME OF THE COMPANY] profiles its customers and would want to customize the type of products and services to different consumer behavior. Below is the list of the target market of [INSERT THE NAME OF THE COMPANY].

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Target Customers** | **Definition** | **Age Range** | **Gender of the Consumers** | **Status of the Consumers** | **Education of the Consumers** | **Consumers’ Attitudes** |
| [SPECIFY THE TARGETED CUSTOMER OF THE COMPANY] | [INSERT THE DEFINITION OF THE TARGETED CUSTOMERS] | [INSERT THE AGES OF THE TARGETED CUSTOMERS] | [SPECIFY THE GENDER OF THE TARGETED CUSTOMERS] | [SPECIFY THE SOCIAL STATUS OF THE TARGETED CUSTOMERS] | [SPECIFY THE EDUCATION LEVEL OF THE TARGETED CUSTOMERS] | [SPECIFY THE ATTITUDE OF THE TARGETED CUSTOMERS] |
| [SPECIFY THE TARGETED CUSTOMER OF THE COMPANY] | [INSERT THE DEFINITION OF THE TARGETED CUSTOMERS] | [INSERT THE AGES OF THE TARGETED CUSTOMERS] | [SPECIFY THE GENDER OF THE TARGETED CUSTOMERS] | [SPECIFY THE SOCIAL STATUS OF THE TARGETED CUSTOMERS] | [SPECIFY THE EDUCATION LEVEL OF THE TARGETED CUSTOMERS] | [SPECIFY THE ATTITUDE OF THE TARGETED CUSTOMERS] |
| [SPECIFY THE TARGETED CUSTOMER OF THE COMPANY] | [INSERT THE DEFINITION OF THE TARGETED CUSTOMERS] | [INSERT THE AGES OF THE TARGETED CUSTOMERS] | [SPECIFY THE GENDER OF THE TARGETED CUSTOMERS] | [SPECIFY THE SOCIAL STATUS OF THE TARGETED CUSTOMERS] | [SPECIFY THE EDUCATION LEVEL OF THE TARGETED CUSTOMERS] | [SPECIFY THE ATTITUDE OF THE TARGETED CUSTOMERS] |
| [SPECIFY THE TARGETED CUSTOMER OF THE COMPANY] | [INSERT THE DEFINITION OF THE TARGETED CUSTOMERS] | [INSERT THE AGES OF THE TARGETED CUSTOMERS] | [SPECIFY THE GENDER OF THE TARGETED CUSTOMERS] | [SPECIFY THE SOCIAL STATUS OF THE TARGETED CUSTOMERS] | [SPECIFY THE EDUCATION LEVEL OF THE TARGETED CUSTOMERS] | [SPECIFY THE ATTITUDE OF THE TARGETED CUSTOMERS] |

* 1. **Needs of the Market**

In-depth research shows the top priorities, needs, and wants of the people. [INSERT THE NAME OF THE COMPANY] wants to personalize the type of approach to the customer and also create the product and or services that is of use to the market consumers. The table below consolidates all the needs and wants of the market consumers:

|  |  |  |
| --- | --- | --- |
| **Targeted Customers** | **Needs** | **Wants** |
| [SPECIFY THE TARGETED CUSTOMER OF THE COMPANY] | [SPECIFY THE NEEDS OF THE TARGETED CUSTOMERS] | [SPECIFY THE WANTS OF THE TARGETED CUSTOMERS] |
| [SPECIFY THE TARGETED CUSTOMER OF THE COMPANY] | [SPECIFY THE NEEDS OF THE TARGETED CUSTOMERS] | [SPECIFY THE WANTS OF THE TARGETED CUSTOMERS] |
| [SPECIFY THE TARGETED CUSTOMER OF THE COMPANY] | [SPECIFY THE NEEDS OF THE TARGETED CUSTOMERS] | [SPECIFY THE WANTS OF THE TARGETED CUSTOMERS] |
| [SPECIFY THE TARGETED CUSTOMER OF THE COMPANY] | [SPECIFY THE NEEDS OF THE TARGETED CUSTOMERS] | [SPECIFY THE WANTS OF THE TARGETED CUSTOMERS] |

1. **Competitive Analysis**

In order for the company to survive, we should analyze the current position of [INSERT THE NAME OF THE COMPANY] in relation with other competitors we have in the market. It will give us the idea on how and where to start the company.

* 1. **Competitors**

Below is the table which shows the competitors of [INSERT THE NAME OF THE COMPANY] and the corresponding details:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name of Competitors** | **Description of the Competitor** | **Since when the Competitor Established their business** | **Market Share of the Competitor in the Industry** | **Market Edge of the Competitor** |
| [SPECIFY THE NAME OF THE COMPETITOR] | [SPECIFY THE DESCRIPTION OF THE COMPETITOR] | [SPECIFY THE PERIOD WHEN THE BUSINESS OF THE RESTAURANT COMPETITOR IS ESTABLISHED] | [SPECIFY THE MARKET SHARE PERCENTAGE OF THE COMPETITOR IN THE INDUSTRY] | [SPECIFY THE MARKET STRENGTH OF THE COMPETITOR] |
| [SPECIFY THE NAME OF THE COMPETITOR] | [SPECIFY THE DESCRIPTION OF THE COMPETITOR] | [SPECIFY THE PERIOD WHEN THE BUSINESS OF THE RESTAURANT COMPETITOR IS ESTABLISHED] | [SPECIFY THE MARKET SHARE PERCENTAGE OF THE COMPETITOR IN THE INDUSTRY] | [SPECIFY THE MARKET STRENGTH OF THE COMPETITOR] |
| [SPECIFY THE NAME OF THE COMPETITOR] | [SPECIFY THE DESCRIPTION OF THE COMPETITOR] | [SPECIFY THE PERIOD WHEN THE BUSINESS OF THE RESTAURANT COMPETITOR IS ESTABLISHED] | [SPECIFY THE MARKET SHARE PERCENTAGE OF THE COMPETITOR IN THE INDUSTRY] | [SPECIFY THE MARKET STRENGTH OF THE COMPETITOR] |
| [SPECIFY THE NAME OF THE COMPETITOR] | [SPECIFY THE DESCRIPTION OF THE COMPETITOR] | [SPECIFY THE PERIOD WHEN THE BUSINESS OF THE RESTAURANT COMPETITOR IS ESTABLISHED] | [SPECIFY THE MARKET SHARE PERCENTAGE OF THE COMPETITOR IN THE INDUSTRY] | [SPECIFY THE MARKET STRENGTH OF THE COMPETITOR] |

* 1. **SWOT**

In SWOT Analysis we can evaluate the Strengths, Weaknesses, Opportunities and Threats that are present to [INSERT THE NAME OF THE COMPANY]’s operations. The SWOT Analysis is very helpful in preparing for future actions that may strengthen the company business and prevent possible threats and risks that may bring into the company.

* + 1. **Strengths**

[INSERT THE NAME OF THE COMPANY] recognizes its Strengths. The Strengths of [INSERT THE NAME OF THE COMPANY] are as follows:

[SPECIFY THE STRENGTHS OF THE COMPANY]

[SPECIFY THE STRENGTHS OF THE COMPANY]

[SPECIFY THE STRENGTHS OF THE COMPANY]

[SPECIFY THE STRENGTHS OF THE COMPANY]

* + 1. **Weaknesses**

Below is the list of the recognized weaknesses of [INSERT THE NAME OF THE BUSINESS]:

[SPECIFY THE WEAKNESSES OF THE COMPANY]

[SPECIFY THE WEAKNESSES OF THE COMPANY]

[SPECIFY THE WEAKNESSES OF THE COMPANY]

[SPECIFY THE WEAKNESSES OF THE COMPANY]

* + 1. **Opportunities**

There are a lot of opportunities awaiting also for [INSERT THE NAME OF THE COMPANY]. The opportunities which are beneficial for the Restaurant company are as follows:

[SPECIFY THE OPPORTUNITIES OF THE COMPANY]

[SPECIFY THE OPPORTUNITIES OF THE COMPANY]

[SPECIFY THE OPPORTUNITIES OF THE COMPANY]

[SPECIFY THE OPPORTUNITIES OF THE COMPANY]

* + 1. **Threats**

There are a lot of foreseen threats to [INSERT THE NAME OF THE COMPANY] that must be attended to so that when the time comes, the company is prepared for those threats. The threats foreseen are as follows:

[SPECIFY THE THREATS TO THE COMPANY]

[SPECIFY THE THREATS TO THE COMPANY]

[SPECIFY THE THREATS TO THE COMPANY]

[SPECIFY THE THREATS TO THE COMPANY]

* 1. **Competitive Advantage**

[INSERT THE NAME OF THE COMPANY] acknowledges and recognizes its competitive edge and strengths over other competitors. The following are some of the advantages of the company:

[SPECIFY THE ADVANTAGES OF THE COMPANY]

[SPECIFY THE ADVANTAGES OF THE COMPANY]

[SPECIFY THE ADVANTAGES OF THE COMPANY]

[SPECIFY THE ADVANTAGES OF THE COMPANY]

1. **Marketing Plan**
   1. **Product/Service Distribution**

[INSERT THE NAME OF THE COMPANY] would concentrate distributing the products and or services on a test area first. This area wherein distributions will be made will be the point of evaluation of [INSERT THE NAME OF THE COMPANY]. The outcome of the evaluation will be the basis on the quantity that will be distributed in other areas. This is done so that the cost will be monitored and it will be within the budget of the company. This method will be cost efficient for the company.

* 1. **Image and Packaging**

The product and service presentation must be attractive to all targeted consumers. Below are the designs on how to present the products and services to the targeted consumers:

[INSERT THE DESIGNS OF THE PRESENTATION OF THE PRODUCTS AND SERVICES]

[INSERT THE DESIGNS OF THE PRESENTATION OF THE PRODUCTS AND SERVICES]

[INSERT THE DESIGNS OF THE PRESENTATION OF THE PRODUCTS AND SERVICES]

[INSERT THE DESIGNS OF THE PRESENTATION OF THE PRODUCTS AND SERVICES]

* 1. **Pricing Strategy**

[INSERT THE NAME OF THE COMPANY] decided that with regard to the price range to be offered to the market consumers, it will be based on the raw materials used in creating the end product and or service. The price range also must be set within the affordability budget of each market consumers. This will be done so that more people can avail the said product and or service and they will continue to buy the product for a long period of time.

|  |  |
| --- | --- |
| **Name of the Products and Services** | **Prices** |
| [INSERT THE NAME OF THE PRODUCTS AND SERVICES OFFERED BY THE COMPANY] | [INSERT THE PRICE FOR EVERY PRODUCT OR SERVICE] |
| [INSERT THE NAME OF THE PRODUCTS AND SERVICES OFFERED BY THE COMPANY] | [INSERT THE PRICE FOR EVERY PRODUCT OR SERVICE] |
| [INSERT THE NAME OF THE PRODUCTS AND SERVICES OFFERED BY THE COMPANY] | [INSERT THE PRICE FOR EVERY PRODUCT OR SERVICE] |
| [INSERT THE NAME OF THE PRODUCTS AND SERVICES OFFERED BY THE COMPANY] | [INSERT THE PRICE FOR EVERY PRODUCT OR SERVICE] |

* 1. **Promotional Strategy**

In promoting such products and services in the market, [INSERT THE NAME OF THE COMPANY] will introduce them in a way which all targeted market consumers can draw their attention to. Other than drawing their attention to the said products and or services, they will be able to relate to the need in procuring such products and or services.

1. **Management Plan**
   1. **Organization Structure**

Currently, [INSERT THE NAME OF THE COMPANY] has this structure in management:



* 1. **Functional Roles**

|  |  |  |
| --- | --- | --- |
| **Name of the Officer-in-Charge** | **Job Position Title** | **Functions** |
| [INSERT THE NAME OF THE OFFICER-IN-CHARGE] | [INSERT THE JOB POSITION TITLE OF THE OFFICER-IN-CHARGE] | [INSERT THE FUNCTIONS OR DUTIES OF THE OFFICER-IN-CHARGE] |
| [INSERT THE NAME OF THE OFFICER-IN-CHARGE] | [INSERT THE JOB POSITION TITLE OF THE OFFICER-IN-CHARGE] | [INSERT THE FUNCTIONS OR DUTIES OF THE OFFICER-IN-CHARGE] |
| [INSERT THE NAME OF THE OFFICER-IN-CHARGE] | [INSERT THE JOB POSITION TITLE OF THE OFFICER-IN-CHARGE] | [INSERT THE FUNCTIONS OR DUTIES OF THE OFFICER-IN-CHARGE] |
| [INSERT THE NAME OF THE OFFICER-IN-CHARGE] | [INSERT THE JOB POSITION TITLE OF THE OFFICER-IN-CHARGE] | [INSERT THE FUNCTIONS OR DUTIES OF THE OFFICER-IN-CHARGE] |

* 1. **Recruitment Plan**

In this section, [INSERT THE NAME OF THE COMPANY], lays out the process in recruitment. The following table shows the required position with their corresponding skills and experience.

|  |  |  |
| --- | --- | --- |
| **Required Job Position** | **Minimum Experience Required** | **Skills Required** |
| [INSERT THE NAME OF THE REQUIRED JOB POSITION] | [INSERT THE MINIMUM EXPERIENCE REQUIRED FOR THE POSITION] | [INSERT THE SKILLS REQUIRED FOR THE JOB POSITION] |
| [INSERT THE NAME OF THE REQUIRED JOB POSITION] | [INSERT THE MINIMUM EXPERIENCE REQUIRED FOR THE POSITION] | [INSERT THE SKILLS REQUIRED FOR THE JOB POSITION] |
| [INSERT THE NAME OF THE REQUIRED JOB POSITION] | [INSERT THE MINIMUM EXPERIENCE REQUIRED FOR THE POSITION] | [INSERT THE SKILLS REQUIRED FOR THE JOB POSITION] |
| [INSERT THE NAME OF THE REQUIRED JOB POSITION] | [INSERT THE MINIMUM EXPERIENCE REQUIRED FOR THE POSITION] | [INSERT THE SKILLS REQUIRED FOR THE JOB POSITION] |

1. **Operating Plan**
   1. **Business Location**

[INSERT THE NAME OF THE COMPANY], wants to establish the place of business at [INSERT THE COMPLETE LOCATION OF THE BUSINESS INCLUDING ITS CITY, STATE AND ZIP CODE]. The location is an easy access for all people who will be needing the product and or services.

* 1. **Facilities and Equipment**

[INSERT THE NAME OF THE COMPANY], is equipped with all facilities and equipment’s in order for the business to create the products needed and for the business to operate:

|  |  |
| --- | --- |
| **Name of the Facility and Equipment** | **Purpose** |
| [INSERT THE NAME OF THE FACILITY OR EQUIPMENT USED IN THE BUSINESS] | [DEFINE THE PURPOSE OF THE FACILITY OR EQUIPMENT] |
| [INSERT THE NAME OF THE FACILITY OR EQUIPMENT USED IN THE BUSINESS] | [DEFINE THE PURPOSE OF THE FACILITY OR EQUIPMENT] |
| [INSERT THE NAME OF THE FACILITY OR EQUIPMENT USED IN THE BUSINESS] | [DEFINE THE PURPOSE OF THE FACILITY OR EQUIPMENT] |
| [INSERT THE NAME OF THE FACILITY OR EQUIPMENT USED IN THE BUSINESS] | [DEFINE THE PURPOSE OF THE FACILITY OR EQUIPMENT] |

* 1. **Inventory Requirements**

[INSERT THE NAME OF THE COMPANY] must monitor also their suppliers of raw materials. The end product is also determined by the quality of the raw materials used in the process. The following is the list of the raw materials and the supplier of the former:

|  |  |  |
| --- | --- | --- |
| **Name of the Supplies Needed** | **Name of Supplier** | **Price of the Supplies Needed** |
| [INSERT THE NAME OF THE SUPPLIES NEEDED] | [INSERT THE NAME OF THE SUPPLIER] | [INSERT THE PRICE OF THE SUPPLIES NEEDED] |
| [INSERT THE NAME OF THE SUPPLIES NEEDED] | [INSERT THE NAME OF THE SUPPLIER] | [INSERT THE PRICE OF THE SUPPLIES NEEDED] |
| [INSERT THE NAME OF THE SUPPLIES NEEDED] | [INSERT THE NAME OF THE SUPPLIER] | [INSERT THE PRICE OF THE SUPPLIES NEEDED] |
| [INSERT THE NAME OF THE SUPPLIES NEEDED] | [INSERT THE NAME OF THE SUPPLIER] | [INSERT THE PRICE OF THE SUPPLIES NEEDED] |

* 1. **Suppliers**

Aside from maintaining in-house suppliers, [INSERT THE NAME OF THE COMPANY] must maintain contact from other suppliers in case the in-house suppliers cannot produce such supplies. Below is the list of the in-house suppliers and other suppliers:

|  |  |  |
| --- | --- | --- |
| **Name of Supplier** | **Contact Number of the Supplier** | **Items Supplied** |
| [INSERT THE NAME OF THE SUPPLIER] | [INSERT THE CONTACT DETAILS OF THE SUPPLIER] | [INSERT THE ITEMS SUPPLIED BY THE SUPPLIER] |
| [INSERT THE NAME OF THE SUPPLIER] | [INSERT THE CONTACT DETAILS OF THE SUPPLIER] | [INSERT THE ITEMS SUPPLIED BY THE SUPPLIER] |
| [INSERT THE NAME OF THE SUPPLIER] | [INSERT THE CONTACT DETAILS OF THE SUPPLIER] | [INSERT THE ITEMS SUPPLIED BY THE SUPPLIER] |
| [INSERT THE NAME OF THE SUPPLIER] | [INSERT THE CONTACT DETAILS OF THE SUPPLIER] | [INSERT THE ITEMS SUPPLIED BY THE SUPPLIER] |

* 1. **Production**

[INSERT THE NAME OF THE BUSINESS] is very strict when it comes to handling and preparing the end products and services to be offered to the general public.

[INSERT THE PRODUCTION PROCESS]

1. **Financial Plan**
   1. **Key Assumptions and Costs**

[INSERT THE NAME OF THE COMPANY] focuses on the following key priorities:

* [SPECIFY THE KEY PRIORITIES OF THE COMPANY]
* [SPECIFY THE KEY PRIORITIES OF THE COMPANY]
* [SPECIFY THE KEY PRIORITIES OF THE COMPANY]
* [SPECIFY THE KEY PRIORITIES OF THE COMPANY]
  1. **Projected Financial Statements**

The Financial Statements will provide [INSERT THE NAME OF THE COMPANY] the performance of the products and or services offered in the market. With these statements, it will give an actual expectation to [INSERT THE NAME OF THE COMPANY].

* + 1. **Profit and Loss Statement**

The Profit and Loss Statement reflects the gain or losses of the company in the performance of the product and or services in the market. It will give the accurate digits on the gains or the losses incurred.

[INSERT THE NAME OF THE COMPANY] STATEMENT OF FINANCIAL PERFORMANCE

For the Period Ended [INSERT THE PERIOD THAT IS INCLUDED IN ACCOUNTING THE COMPANY’S PROFIT AND LOSS STATEMENT]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **INCOME** |  |  |  |  |
|  |  |  |  |  |
| Revenue |  |  | [INSERT AMOUNT] |  |
| COGS |  |  | [INSERT AMOUNT] |  |
| Other Revenue |  |  | [INSERT AMOUNT] |  |
|  |  |  |  |  |
| **Total** |  |  |  | **[INSERT AMOUNT]** |
|  |  |  |  |  |
| EXPENSES |  |  |  |  |
|  |  |  |  |  |
| Marketing Cost |  |  | [INSERT AMOUNT] |  |
| Bank Surcharges |  |  | [INSERT AMOUNT] |  |
| Interests |  |  | [INSERT AMOUNT] |  |
| Rent |  |  | [INSERT AMOUNT] |  |
| Utilities |  |  | [INSERT AMOUNT] |  |
| Supplies needed in the Office |  |  | [INSERT AMOUNT] |  |
| Miscellaneous Expenses |  |  | [INSERT AMOUNT] |  |
|  |  |  |  |  |
| **Total** |  |  |  | **[INSERT AMOUNT]** |
|  |  |  |  |  |
|  |  |  |  |  |
| **Profit and Loss** |  |  |  | **[INSERT AMOUNT]** |
|  |  |  |  |  |

* + 1. **Cash Flow Statement**

This is a financial statement which shows how cash flows in the course of your business operations. Cash flow statements reflects the in and out of the most liquid asset of the company

[INSERT THE NAME OF THE COMPANY] CASH FLOW STATEMENT

For the Period Ended [INSERT THE PERIOD THAT IS ACCOUNTED FOR THE CASH FLOW]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cash Flow From Investments |  |  |  |  |
|  |  |  |  |  |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
|  |  |  |  |  |
|  |  |  |  |  |
| Cash flow From Sales |  |  |  |  |
|  |  |  |  |  |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
|  |  |  |  |  |
|  |  |  |  |  |
| Cash flow from Loans |  |  |  |  |
|  |  |  |  |  |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
|  |  |  |  |  |
|  |  |  |  |  |
| **Total Cash Flow** |  |  |  | **[INSERT AMOUNT]** |

* + 1. **Balance Sheet**

This is a financial statement which shows the financial position of the business/company for a set period. Assets, Liabilities and Equity information are recorded and are shown on this financial statement. The Statement of Financial Position reflects the the performance of the company for a period of five years.

[INSERT THE NAME OF THE COMPANY] STATEMENT OF FINANCIAL POSITION

For the Period Ended [INSERT THE END PERIOD FOR THE BALANCE SHEET]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Assets |  |  |  |  |
|  |  |  |  |  |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
|  |  |  |  |  |
|  |  |  |  |  |
| Liabilities |  |  |  |  |
|  |  |  |  |  |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
|  |  |  |  |  |
|  |  |  |  |  |
| Owner’s Equity |  |  |  |  |
|  |  |  |  |  |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |
| [INSERT ACCOUNT TITLE] |  |  |  | [INSERT AMOUNT] |